

**From:** [International Downtown Association](#)  
**To:** Kent Smith  
**Subject:** IDA: There's Still Time to Register for Today's Trending Topics Webinar  
**Date:** Wednesday, July 08, 2015 8:37:39 AM

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## DIY Market Research Program for the Business Improvement District **Trending Topics Webinar**

One of the most important things BIDs can do is tell their story. How is your district different from the rest of the city? Why should businesses locate there? What challenges should place-managers and stakeholders focus on in the future? Answering each of these questions depends on reliable data and market research. This webinar will cover inexpensive data collection and tracking methods that will help you tell the story of your downtown to residents, property owners, and potential investors.



**Presenter:**

Lauren Gilchrist, Vice President, Director of Research, JLL (Jones Lang LaSalle)

[\*\*Register Now!\*\*](#)

**Date: TODAY (7/8); Cost: \$35 - members, \$70 - nonmembers; Time: 3pm Eastern**

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Watch in a group! Each purchase is valid for all of your colleagues at one location.

Questions? Contact Rebecca Bishophall at (202) 624-7029 or [rbishophall@ida-downtown.org](mailto:rbishophall@ida-downtown.org).

All webinar recordings are sent within 3-4 business days of the webinar.

[\*\*Register Today!\*\*](#)

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